

LEVEL 4 ASSESSMENT SPECIFICATION

Assessment 1

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Programme:	BACHELOR OF BUSINESS ADMINISTRATION (HONOURS) IN HUMAN RESOURCES MANAGEMENT		
Module:	Contemporary Challenges: Making a Difference		
Module code:	IUBA4000	Contribution to Overall Module Assessment (%):	50%
Lecturer:	Emma Roberts	Internal Verifier:	Vic Saunders
Assignment Title:	Evidence of Learning E-Portfolio	Word count (or equivalent):	2,000 words (maximum)
Submission deadline:	30th July 2024 (23.55/ 11.55pm British Summer Time BST)	Return date of provisional marks & written feedback:	
Submission method:	All written assessments, where practical and possible, must be submitted via Turnitin unless otherwise instructed by the Lecturer. (Please DO NOT put this assessment specification into Turnitin or it will match many similarities with other students' submissions.) Alternative submission method (if applicable): Late submission of the assessment will result in a late penalty mark: Work which is submitted up to 1 week late will be capped at 40% for the first attempt and will be awarded a mark of 0% for re-assessment. Late submission penalties may be lifted only if there is an approved extenuating circumstances claim. Work submitted more than 1 week late will be considered as a non-submission and will not be marked. The work may be considered as a submission for reassessment if offered by an Examining Board or if there is an approved extenuating circumstances claim.		
Academic honesty / referencing:	Academic honesty is required. In the main body of your submission you must give credit to authors on whose research and ideas your work is based. Append to your submission a reference list that indicates the books, articles, etc. that you have used, cited or quoted in order to complete this assessment.		

STUDENT FEEDBACK FORM

This section details the *extent* to which the assessment criteria are demonstrated by you, which in turn determines your mark. The marks available for each category of skill are shown. Lecturers will use the space provided to comment on the achievement of the task(s), including those areas in which you have performed well and areas that would benefit from development/improvement.

Generic Assessment Criteria	Marks available	Marks awarded
1. Engagement with Literature Skills	10	
2. Knowledge and Understanding Skills	30	
3. Cognitive and Intellectual Skills	15	
4. Practical Application Skills	15	
5. Transferable Skills for Life and Professional Practice	30	

Assessment Mark (Assessment marks are subject to ratification at the Exam Board. These comments and marks are to give feedback on module work and are for guidance only until they are confirmed.)	Late Submission Penalties (tick if appropriate)		%
	Up to 1 week late (40% Max)		
	Over 1 week late (0%)		

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Blog Post 1: Being A Fair Leader

The fair leader state is a person who is impartial, just, and equal in the way carries out his or her duties. They make certain that the selection or promotion does not go to someone because of their own relation, sexual preference, ethnicity, or any other determinant of their choice. Fair leaders, however, are altruistic and aim at being truthful in their dealings; besides this, they ensure that each member of the team earns their respect.

Leadership factors are important for several reasons because people expect them to be fair. Secondly, it is useful in creating trust with the team members within the organization. Employees' perception of leaders as being fairly for their actions enhances employee loyalty and commitment due to the feeling of security that comes with the situation. Second, fair leadership creates a good working relationship, thus minimizing strife, resulting in a healthy working environment. And finally, it helps in building up the organizational image and hence in identification and attracting talented and well performing employees to join the organizational system and in maintaining them intact in the organization.

Here are the chief characteristics of fair leadership style that the leaders of fair firms possess. Punctuality is a virtue; they are reliable and adhere to the highest standard of ethics, practice professionalism that is free from deceit and always place the organization's interest ahead of their self-interests. Empathy enables them to appreciate how the other person feels; it makes the workers feel appreciated by their colleagues. Fairness is paramount since its practitioners put into practice rules and regulations that are reciprocal across the employees, and it fosters such aspects as trust and esteem. Transparency, for instance, can be a crucial quality since it involves explaining decisions, and policies which assist in the avoidance of any confusion. In this way, all these qualities can be regarded as the key elements of proper, efficient, and non-biased management.

Organizational justice is implemented through fair treatment of employees where every member of the team gets an equal chance in development, recognition of their efforts, and fair assessment

in the company and promotions. Conflict management is another crucial practice whereby the fair leaders proceed to address the conflict, listen to every party, investigate and then link the outcome to the justice system. Finally, another effective managerial strategy is inclusive decision making whereby team members are made to contribute when a decision is to be made. This process results in the achievement of a more just and reasonable performance which creates an environment that ensures people get involved.

One major issue is cultural awareness that presents most leaders with the responsibility of overseeing multi-cultural employees. To overcome this, it is preferable for leaders to study concerning different cultures and always being willing to take another perspective, Diversity training occasionally is good. The next one is bias awareness since bias might be present, but people are not aware of it or consciously utilizing it in their decisions. The identified biases, however, should be avoided intentionally using proper structures whenever a decision is being made and opinions from various sources should be encouraged.

Thus, the fair leadership has a particular influence on an organization's reputation. Positive organizational perception Due to fair leaders in the organizations, they have a nice reputation within such industries, thus get quality talents within the business, and gain useful business relationships. Another way through which fair leadership enhances teamwork is through establishment of equity, hence promoting high levels of job satisfaction and motivation among the employees. In addition, when the employees regard themselves as treated fairly, they are more inclined to be more performance-focused and hence build more efficiency in organizational performance.

Blog Post 2: The Advantages, Disadvantages, and Ethics of Implementing New Technologies

Artificial Intelligence (AI) has become a transformative force across various sectors, offering numerous opportunities and presenting significant challenges. This summary explores AI, its advantages, disadvantages, and ethical considerations, particularly in the Malaysian context.

Artificial Intelligence (AI) refers to the simulation of human intelligence in machines designed to think and learn like humans. These systems perform tasks that typically require human intelligence, such as visual perception, speech recognition, decision-making, and language translation.

AI boosts productivity and efficiency. AI systems can swiftly and accurately process large volumes of data, improving many operations. AI-driven automation can improve manufacturing and logistics output, minimize errors, and streamline procedures. Cost savings are another benefit. AI can significantly save operating expenses by automating regular processes. AI-powered chatbots and virtual assistants manage inquiries and transactions in banking and customer support, reducing the need for large personnel. AI enhances decision-making. AI algorithms help make smarter decisions by analyzing complex data sets. AI analyses medical records and research data to diagnose and recommend therapies in healthcare. Moreover, AI promotes innovation. New goods and services are developed, advancing self-driving automobiles, tailored medicine, and smart home devices. This breakthrough may create new jobs and boost the economy.

AI's drawbacks are significant. A major issue related to automation is the problem of job displacement. Since, automation replaces people in performing certain tasks. Manufacturing and retail business, mainly depending on manual workers, can let go of some employees. High implementation expenses are another problem. SMEs face challenges since they may not be able to invest in developing, as well as integrating AI systems. AI brings up data privacy issues. These systems require large amounts of data, which is an issue in terms of privacy and security.

The key concern is that the data may be mismanaged and result in the same situation as above, that is, compromise the AI systems as well as reduce consumer confidence. Another disadvantage is that it affects the delegation of human supervision and analysis. Consequences of failures of the AI systems are severe hence the need to intervene and supervise these systems. Ethics in turn is the social and moral code that people follow in their actions and deeds. It involves evaluating practices based on standards of conduct and moral values that people expect within society.

Ethics is something leaders need to think about before they indulge in AI. Fairness and bias matter. The learned models retain training data biases. Due to the need to encourage equality and reduce discrimination, leaders need to make sure that all AI algorithms are designed and trained fairly. Transparency and accountability matter. To an extent, it is still challenging to determine the outcomes of the decisions made with the help of Artificial Intelligence tools. It is advised that leaders should step up the efforts of enhancing the transparency and the accountability of AI decisions made in the organizations. Also crucial: two major issues privacy and security. AI systems capture personal information and utilize them; thus, privacy is an issue. Therefore, leaders need to safeguard information and adhere to privacy measures to safeguard people's interests. Consider employment too. Future-proofing initiatives such as reskilling and upskilling can hence assist people to transition to an economy characterized by Artificial Intelligence and deal with effects of job automation.

Artificial intelligence in Malaysia is penetrating all industries from retail to health care and beyond. New Techniques such as AI can also help in enhancing solving the complications of patients and its medication. AI is used to perform fraud and automated customer service in finance. AI enhances the manufacturing processes and the quality of products. Currently the Malaysian government is backing the use of Artificial Intelligence through the National Artificial Intelligence Framework to act as an AI hub in the region.

Blog Post 3: Skills Required to Lead a Global Team

Leadership is one of the interpersonal processes that involve one person in determining the behavior of a group in the attainment of certain objectives. Leadership refers to influence processes that involve setting paces, creating visions, mobilizing and mobilizing human and other resources and creating organizational Conditions in which people with given goal can perform effectively and to the best of their potential. Management figures are expected to be the paragons of the organization, which means that the leaders should exhibit the kinds of attitudes and conduct which they aim to encourage within the workforce.

A common global leader is a person, organization, or official who is functionally involved in the management of employees with a multicultural background in the global organization's workforce. Hence, when operating in their country, international managers must confront cultural barriers, operating environments, as well as institutions. However, some of the challenges that must be met to ensure that these aspects are addressed, include the following So, to guarantee cohesiveness and integration of personnel from different organizational backgrounds into a multinational team it is important to consider the following.

Even though both, the leaders and global leaders, are responsible for leading and motivating others, the latter has more specific difficulties because of the global nature of activities. They should be more knowledgeable about culture and other global business systems and structures. Leadership across geographically dispersed and culturally diverse teams represents one of the most distinctive features of global leaders compared to domestic ones.

Inter-cultural skills mean the ability in practicing and recognizing and being culturally sensitive when dealing with people of other cultures. This involves understanding cultural diversity, involving the right approach to the classification, and creating a multicultural environment. It is

imperative that these skills are developed for the global leaders as they deal with a diverse workforce that has Cross Cultural Towards. Thus, knowing and appreciating different cultures within the global environment may avoid failure and conflict, as well as improve cooperation. Pay attention to the cultural differences that might exist about communication and, thus, maintain a conflict-free workplace where each employee will be treated with respect.

Interpersonal skills include practical experience in actively giving as well as receiving information, verbally and in writing. This encompasses listening, expressing ideas and fostering both/and communication. Understanding obligation and commitment is the next aspect where global leaders must make sure everyone is on the same page despite language barriers between the employees. Understandings exclude misconceptions and promote a feeling of togetherness as well as goal direction for workers who are sited in different facilities.

Emotional intelligence refers to the individual's capacity to connect to feelings, to distinguish and regulate individual emotions and feelings of other people. These are skills like Being aware of, and able to manage own emotions, feelings a sense of understanding others, and being able to see things from others perspective. Emotional intelligence is critical to foster good relations and a healthy environment that international leaders want to work in. Through empathy, global leaders can tackle issues, whether concerning the team members' well-being, and ensure morale motivation.

All in all, one may conclude that leaders operating in the global environment need specific skills to work with multicultural teams. This entails inter-cultural competencies as well as communication and emotional intelligence to steer a diverse team. Cultural intelligence skills allow global leaders to understand cultural differences, promote effective communication that does not have barriers, and develop good rapport with the people as a way of enhancing the performance of their global team.

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